The visual rhetoric is an important element to increase the effectiveness of the process of information exchange. In fact, visual rhetoric helps to get messages across to the intended audience in a persuasive way. Visual rhetoric is described as a form of communication that uses images for creating meaning or constructing an argument. Hence, an analysis of visual rhetoric considers how images work alone and collaborate with other elements to create an argument designed for moving a specific audience. Bulmer & Oliver (2006, p.55) state that visual rhetoric in visual advertising involves how the audience choose to present information or argument through images. A key concept of visual rhetoric study in Malaysia Public Service Announcements (PSAs) contexts use to present information or argument through images. A key concept of visual rhetoric study in Malaysia Public Service Announcements (PSAs) contexts use focuses on how rhetorical figures in Public Service Announcements (PSAs) could convey to react and response in visual arguments by developing a persuasive message into a great communication process. The purpose of this study is to explore and discuss the understanding of rhetorical theories by implementing the visual rhetoric in print advertising on how visual arguments can affect consumers processing and response toward persuasive forms message. The aim of this study is to propose a framework system model for the effective use of visual content in the visual advertising communication process in Malaysia that could be employed by visual rhetoric in print media to instil advertising awareness. In order to strengthen and obtain the justifications of the model framework, the researcher utilised and adapted the various established theories and studies. Utilise post-test findings from the subject matter experts in the fields were also conducted to justify the effectiveness of the model framework. This allow people from various social culture to engage themselves in the activity of comprehending the message carried by the visuals displayed to them. The application is well-supported by psychological experiments and offer challenging extensions to advertising practices. This study is based on data obtained from interviews and survey questionnaires to evaluate the understanding of visual rhetoric analysis in Malaysia’s advertising views with the objective to demonstrate the message and meanings into persuasive communication process strategies. This study proves that the engagement of visual semiotics can develop visual arguments by merging the rhetorical theories and cultural elements, and transforms the degree of persuasion tools as an effective communication process. Perhaps, this study will also spread knowledge on the usefulness of visual rhetoric in print advertising beyond aesthetic values as their presence accounts as beautiful crafts to the eyes of human. This research will also aid in opening new avenue for research platforms in rhetorical works for creative elements associated with effective advertising and ultimately to bridge cultural gaps in our social environment.

Corporate social responsibility (CSR) is one of the new corporate governance mantras that give some credence to stakeholder theory of corporations. Studies have examined the interest in, levels and effects of CSR investments on employees, customers, investors etc. However, CSR is an intermediate outcome. Corporate legitimacy is what corporations seek to achieve through CSR although this is not always explicit. This study examines the relationship between corporate responsibility and corporate legitimacy. Secondly, corporate responsibility intensity and types of corporate responsibility activities have been examined from the standpoint of shareholders, customers, employees and other groups closely linked to the businesses. These are undoubtedly sections of society but they are role restricted groups. This study examines the less role restricted special interest groups (SIGs) that represent and/or speak on behalf of the various components of the society. The study focused on 17 publicly listed Government Linked Corporations (GLCs) which are pressured by their owner – the government, to be socially sensitive and responsible in their business activities. The three main aims of the study are: (i) to determine the level of corporate legitimacy perceptions of GLCs in the eyes of SIGs as proxies for society (special interest groups); (ii) to examine whether and which type of corporate responsibility activities of GLCs influence their corporate legitimacy perceptions; and (iii) to find out the extent to which the SIGs characteristics moderate the relationship between corporate responsibility activities and corporate legitimacy of GLCs. 17 research hypotheses were developed and tested to examine the relationship between three dimensions of corporate responsibility activities – philanthropy related, business related and product related and corporate legitimacy with three SIG characteristics (size, age and access factor) as moderators. The study employed a cross-sectional sample survey designed to collect data from a pre-selected list of SIGs obtained from the Registrar of Societies, Malaysia. From a list of about 22,119 societies, 377 were shortlisted covering six categories of societies. Partial Least Square-Structural Equation modelling (PLS-SEM) was used to analyse the data collected from a sample of 266 SIGs in Malaysia. The empirical results indicate that corporate responsibility activities significantly influence the corporate legitimacy perceptions of GLCs by the SIGs. This study also found that there is a positive relationship between two of the three components of corporate responsibility activities of GLCs: philanthropy and business practices-related and corporate legitimacy. However, there was no support for the hypothesis that SIG’s characteristics moderate the relationship between corporate responsibility activities and corporate legitimacy. The study expands the remit of traditional CSR studies to truly venture into the societal components which are not directly dependent on the businesses in questions. Customer, employees and investors are important direct stakeholders in the businesses. Studying the SIG’s perceptions expands the boundaries of the CSR investigations. Secondly, returning to the latent but the eventual outcomes of corporate responsibility, links corporate responsibility to its precursor or predecessor construct – corporate legitimacy. The relationship of corporate responsibility to corporate legitimacy is in focus in this study. These two lines of investigations make important contribution to the theory and practice of CSR.